

<b>Rep Order#</b> 6849225	<b>Ver#</b> 1	<b>Status</b> New	<b>Traffic Order#</b>	<b>Printed:</b> 09/10/2012 5:01 PM	1 of 5
<b>EC'd</b> Yes				<b>Last Received:</b> 09/05/2012 10:12 AM	
				<b>Showing Buylines:</b> All Lines	

  

<b>Station</b> WAVY-TV NORFOLK, VA.	<b>Agency</b> ( ) GREAT AMERICAN MEDIA	<b>Rep Firm</b>
<b>Advertiser</b> ( ) DSCC IE	3050 K ST NW	<b>Sales Office</b> ( ) PHILADELPHIA
<b>Product</b> D.S.C.C. IE	WASHINGTON, DC 20007	<b>Salesperson</b> ( ) ANJIE BRADY
<b>Estimate#</b>	<b>Agency C/P1/P2/E</b>	
<b>Buyer</b> DAN NAGELBERG	<b>Flight Dates</b> 10/23/2012 - 10/29/2012	<b>Salesperson Phone#</b> 215-567-6005
<b>Phone#</b>	<b>Hiatus Weeks</b>	<b>Salesperson FAX#</b> 215-567-5938
<b>Fax#</b>		

-- CONTRACT COMMENT --

SC=\*

-- REMARKS --

THIS IS A NEW CONTRACT

TOTAL 40,700

PLS CONFIRM ASAP

THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	6A-7A	AM NEWS	:30	\$2,000.00	10/23-10/26	1	1	1	\$2,000.00	
				Buyline Comment: AM NEWS								
	2	M	6A-7A	AM NEWS	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
				Buyline Comment: AM NEWS								
	3	TU-F	7A-9A	TODAY SHOW	:30	\$2,000.00	10/23-10/26	1	1	1	\$2,000.00	
				Buyline Comment: TODAY SHOW								
	4	M	7A-9A	TODAY SHOW	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
				Buyline Comment: TODAY SHOW								
	5	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$500.00	10/27-10/27	1	1	1	\$500.00	
				Buyline Comment: SATURDAY EARLY AM NEWS								
	6	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	10/27-10/27	1	1	1	\$800.00	
				Buyline Comment: SATURDAY AM NEWS								
	7	SA	8A-10A	TODAY SHOW	:30	\$1,200.00	10/27-10/27	1	1	1	\$1,200.00	
				Buyline Comment: TODAY SHOW								
	8	SU	6A-7A	SUNDAY EARLY AM NEWS	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
				Buyline Comment: SUNDAY EARLY AM NEWS								



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EC'd	Yes				

Traffic Order#

3 of 5

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**Station** WAVY-TV NORFOLK, VA.

Advertiser ( ) .DSCC IE

Product D.S.C.C. IE

Estimate#

**Buyer** DAN NAGELBERG

**Phone#****Fax#**

Agency ( ) GREAT AMERICAN MEDIA

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E

**Flight Dates** 10/23/2012 - 10/29/2012

## Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	TU-F	6P-630P	6P NEWS	:30	\$2,000.00	10/23-10/26	1	1	1	\$2,000.00	
		Buyline Comment: 6P NEWS										
	21	SA	6P-630P	6P NEWS	:30	\$500.00	10/27-10/27	1	1	1	\$500.00	
		Buyline Comment: 6P NEWS										
	22	TU-F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	10/23-10/26	1	1	1	\$1,500.00	
		Buyline Comment: ENTERTAINMENT TONIGHT										
	23	M	730P-8P	ACCESS HOLLYWOOD	:30	\$1,500.00	10/29-10/29	1	1	1	\$1,500.00	
		Buyline Comment: ACCESS HOLLYWOOD										
	24	SA	7P-8P	ENTERTAINMENT THIS WEEK	:30	\$300.00	10/27-10/27	1	1	1	\$300.00	
		Buyline Comment: ENTERTAINMENT THIS WEEK										
	25	TU	10P-11P	PARENTHOOD	:30	\$1,600.00	10/23-10/23	1	1	1	\$1,600.00	
		Buyline Comment: PARENTHOOD										
	26	F	9P-10P	GRIMM	:30	\$2,500.00	10/26-10/26	1	1	1	\$2,500.00	
		Buyline Comment: GRIMM										
	27	SA	8P-11P	DRAMA ENCORES	:30	\$800.00	10/27-10/27	1	1	1	\$800.00	
		Buyline Comment: DRAMA ENCORES										
	28	SU	7P-815P	FOOTBALL NIGHT IN AMERICA	:30	\$1,800.00	10/28-10/28	1	1	1	\$1,800.00	
		Buyline Comment: FOOTBALL NIGHT IN AMERICA										
	29	M	11P-1135P	LATE NEWS	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
		Buyline Comment: LATE NEWS										
	30	SA	11P-1130P	LATE NEWS	:30	\$2,000.00	10/27-10/27	1	1	1	\$2,000.00	
		Buyline Comment: LATE NEWS										

EC'd Yes    Last Received: 09/05/2012 10:12 AM

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Advertiser (    ) DSCC IE    3050 K ST NW    Sales Office (    )  
Product D.S.C.C. IE    WASHINGTON, DC 20007    Salesperson (    ) ANJIE BRADY  
Estimate#    Agency C/P1/P2/E    Flight Dates 10/23/2012 - 10/29/2012    Salesperson Phone# 215-567-6005  
Buyer DAN NAGELBERG    Hiatus Weeks    Salesperson FAX# 215-567-5938  
Phone#  
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	31	SU	1130P-12A	LATE NEWS	:30	\$2,000.00	10/28-10/28	1	1	1	\$2,000.00	
	Buyline Comment: LATE NEWS											
	32	TU-F	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/23-10/26	1	1	1	\$500.00	
	Buyline Comment: THE TONIGHT SHOW											
	33	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/29-10/29	1	1	1	\$500.00	
	Buyline Comment: THE TONIGHT SHOW											
	34	SA	1130P-1A	SATURDAY NIGHT LIVE	:30	\$800.00	10/27-10/27	1	1	1	\$800.00	
	Buyline Comment: SATURDAY NIGHT LIVE											

--REPORT TOTALS--  
Report Totals: 34 / \$40,700.00

--SALES MONTHLY TOTALS--  
  
Oct 12: 25 / \$30,000.00    Nov 12: 9 / \$10,700.00  
Sales Totals: 34 / \$40,700.00  
Station Totals: 34 / \$40,700.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$145,357	CATV 0%	WAVY 28%	WGNT 3%	WPXV 0%	WTKR 21%
		WTVZ 5%	WVBT 5%	WVEC 38%		

--COMPETITIVE COMMENTS--  
COMPETITIVE IS ESTIMATED

Books null  
Demos RA35+

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Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

---Agency Comment---  
PLEASE NOTE ADDRESS CHANGE EFF 8/12

-- CREDIT RISK --  
CASH IN ADVANCE